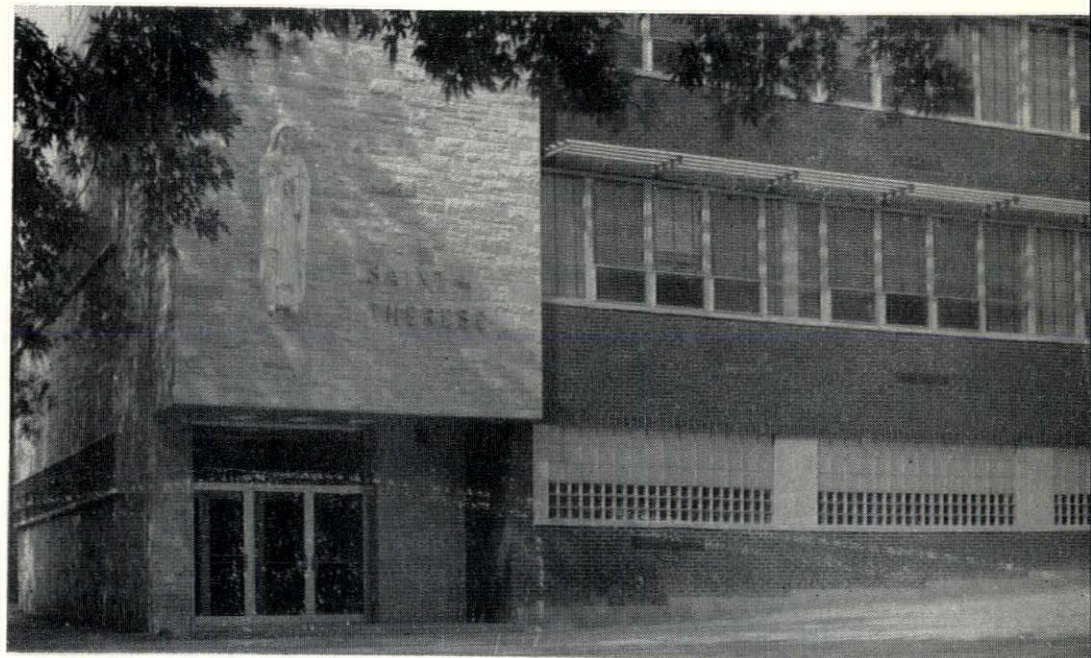


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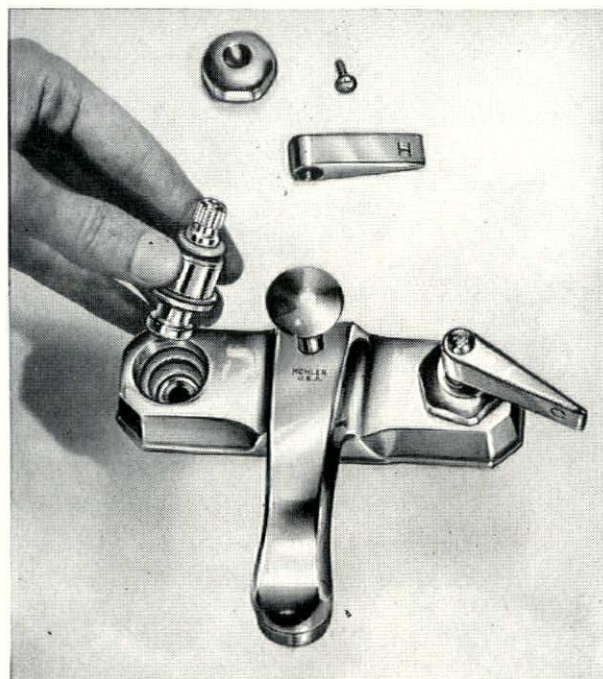
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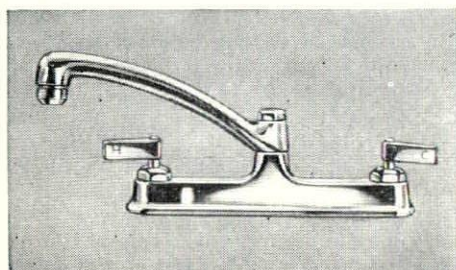
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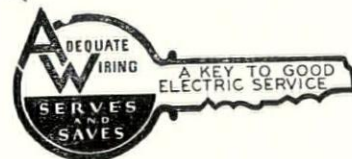
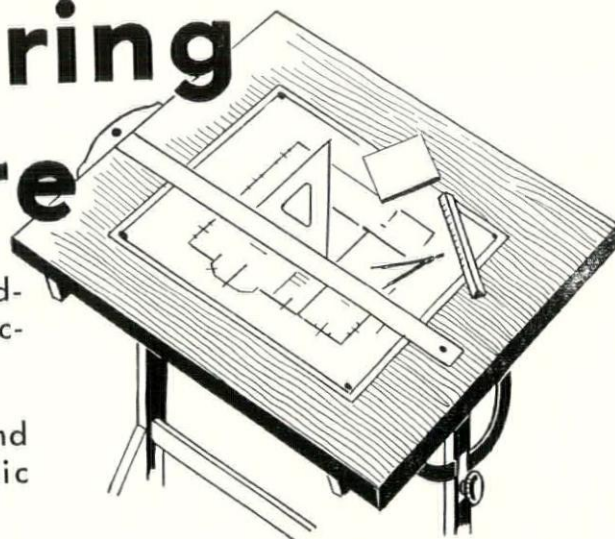
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Editor's Note

The editor has been struck by two things (other than a ball in the face during a recent architects' baseball game); first the vividness with which many in the architectural profession express their opinions and second, their reluctance to write them down.

Articles on architecture or any related field of art will be welcomed. Younger men in the field, often quiet in the presence of seniors thus are offered a golden opportunity (a figure of speech only) to sound off with nary a "tut, tut, young man, now it's this way . . .".

COVER COMMENT

The Maurey Lee Allen designed Saint Therese Parochial School of Appleton, Wisconsin, is pictured on the cover. It is ten-classroom addition to the existing structure. Milwaukee sculptor, Dick Wiken did the ten foot high Texas Cordova stone statue of Saint Therese.

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A Chapter of the American Institute of Architects

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Lively Mid-Summer Convention Approves By-Law and Dues Changes

A mid-summer meeting of the Wisconsin Architects Association was held at the Athearn Hotel, Oshkosh, Wisconsin, on August 5.

A number of By-Law changes, recommended by the Board of Directors, were offered for consideration.

The following changes were adopted, subject to approval by The Institute:

- A change in the name of the organization to The Wisconsin Chapter of the A.I.A.
- A change to permit the annual meeting to be held at any time during the month of

February.

- A change which will result in the election of directors for two-year terms, with one-half of the directors being elected on alternate years.

A change in the dues schedule was approved and information of this change will be forwarded to the membership in the near future, according to the Association office.

Due to pending legislation, the Convention withdrew the Association's approval of the Code of Ethics drawn up by the Joint Interprofessional Committee of Architects and Professional Engineers.

Architects, Engineers Discuss Legislation

At a meeting in Milwaukee on August 8, the Joint Inter-Professional Committee of Architects and Professional Engineers considered possible revisions to the Wisconsin Statutes relating to registration and regulation of these professions.

Approximately thirty architects and engineers other than committee members attended and took part in the discussion.

The Joint Committee then appeared on August 10 in Madison before a special legislative committee created to consider this matter.

Bill 688-A is expected to be considered by the Legislature at the adjourned session, which will convene on October 3, unless substitute measures are offered for consideration.

Baseball Series Ends with Meyer Victory, and Aching Backs

The home-and-home baseball series between Edgar A. Stubenrauch and Associates of Sheboygan and Maynard W. Meyer and Associates of Milwaukee has been concluded for the 1955 season with smashing victories having been racked up by the Meyer aggregation.

A traveling trophy, to remain in possession of the winner until he is

beaten, was designed by the Sheboygan organization.

The first of these series was played in June at Sheboygan; the second in August in Milwaukee. Neither game could be considered a pitchers' battle and time was frequently called as small fry whizzed across the playing field closely pursued by the distaff element who made up the spectators. It is reported that creaking joints and aching muscles reminded participants for some days after each game that concentration at the drawing board is not the best possible training for athletic events.

Architects' Wives Contemplate Forming Statewide Group

At recent gatherings of wives of members of the Wisconsin Architects Association interest has been evinced in the creation of a Women's Architectural League for the Wisconsin Chapter of the A.I.A.

Women's organizations in the states of Washington, California and Minnesota, to name a few, have proved a very satisfying addition to architects' activities and have resulted in considerable favorable newspaper publicity for the profession.

Concrete proposals for the establishment of such an organization should be sent to the Association office. The names of individuals desiring to assist in the organization of such a group also may be submitted.

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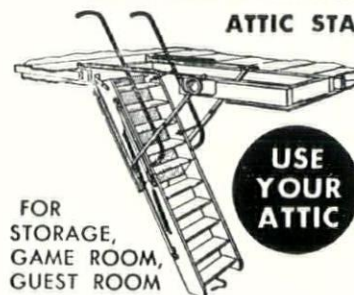
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Future of U. S. Home Design Calls for Mating of Science with Study of Historic Regional Buildings

by Sibyl Moholy-Nagy

The citizen of today, looking wistfully at our New Monumentality; at the monuments for soap flakes, World Unity, whiskey, and other golden dreams of the Twentieth Century, cannot help but ask himself: "And what is to become of me, the dweller?" Seven hundred years of town architecture are being liquidated. The city is rapidly transforming into a vast technological workshop from which the seeker of living space is ejected, left to find new environmental adjustments outside the exploded towns. An estimated 23% of the present city population will have resettled outside, 25 years from now, and the market for 12000 dollar houses will rise 300%. With each acre bulldozed clean of vegetation grows the responsibility of the builder, because it is he who will make or break this new designed environment. He has to find answers to questions of fateful importance for the future of social existence, such as:

To what extent can he supplant natural environment with technological environment without destroying the organic character of the house?

How much equalization is possible between the limitless license, granted the individual today, and the responsibility of the house builder toward the traditional past and the future visual landscape of this country?

Where is the dividing line in design principles between purely utilitarian structures and buildings with traditional and emotional connotations?

To find these answers it is here suggested that the architect of tomorrow look at yesterday — at the actual architectural evidence of the past. From these ancestral portraits he will derive not unrelated style elements to be used on modern buildings, but rather the inspiration and stimulus toward his own solutions without which no architecture can be good architecture. Man's relationship as housebuilder to his environment developed distinct strata of which we today are no more



Sibyl Moholy-Nagy

but also no less than the youngest strata.

In the first strata, cave man and pithouse dweller were the helpless victims of their surroundings. They had to assimilate or die. What nature offered — cave, hollow, pebble and twig — had to be used unaltered. The troglodyte cowered in abject fear and dependency before the huge images of the inscrutable spirits that dominated his cave.

In the second strata man had learned to think speculatively and work cooperatively. He observed, evaluated and selected. And he developed the uniquely human gift to turn environmental handicaps into assets. The composite tool produced the composite structure, erected on a selected site, for which many peoples went searching all over the surface of the globe. The settler civilizations of the Neolithic Age climaxed in the Greek town plans of Hippodamus. Around 500 B.C. the settlers of Greece had developed a clear concept of the dichotomy of all

living: The given location of the landscape and the man-made location of the site; the motivation of the individual builder and the motivation of the group; the material sphere of the house as shelter and the spiritual sphere of the edifice. Every aspect of the Greek town — such as Miletus and Priene — bears witness to this highest integration of that which is achieved.

Rome is an attempt to replace natural environment with man-made environment through poured concrete walls and exported style elements. But the army camp towns vanished with the great imperium, and man kept building as he had before — according to the given landscape and his own needs on the transformed site; according to his taste and dream as an individual within the ideals and tastes of his group. "True freedom" Ruskin once said, "comes from restraint under accepted rule." And he separated edifice from shelter — giving to the sacred place all the symbolism of a transcendental face, but never mixing it up with the worldly house that received its beauty from adequate use of materials, and fine composition of structural elements.

In the 17th century the principle of Mechanics was developed which considered all organisms, including man, under purely mechanic aspects. The famous principle that given parts in given combinations assure uniform results, had its decisive influence on building. The tenement, the company mill town, the mechanical repetition of classical styles, and the die-casting of education in the mechanical mould of collegiate gothic, all helped to rubber stamp modern man as the machine product of a mechanistic age. Exactly like the Troglodyte and the pit-house dweller of 25,000 years ago, the new caveman cowers in fear and total dependency before the machine as the "great spirit". Because from an environmental standpoint it doesn't make any difference whether the new cave is a brownstone row in New York, or a multi-storied glass and steel cage

This article is a condensation by Mrs. Moholy-Nagy of her speech at the Wisconsin Architects Association Convention in February, 1955.

(Continued on Page 7)



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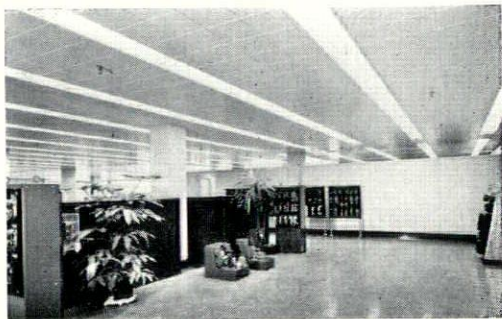
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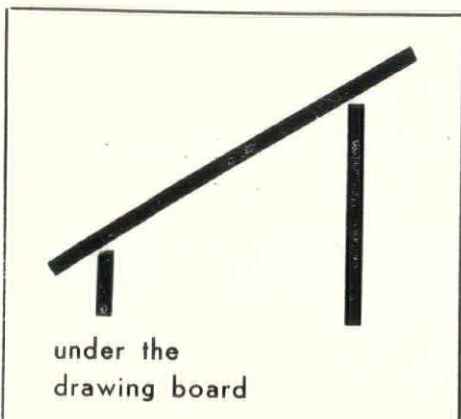
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by Archy

Ever since we found our first copy of "Changing Times" under a board on Christmas a couple of years ago we've been fascinated by Mr. Kiplinger's great recovery from the Dewey issue booboo he pulled in the '48 presidential election. We urge you to get hold of the April '55 issue and study an article on building a house. Whoever wrote it (all unsigned articles) has been through the mill. It covers the step by step approach to building a man's castle including, "Is an Architect necessary?"

That's when we began to feel good. First, the prospective builder is told how he should go about choosing one. (Of course he's told the virtues of an architect). After the would-be owner has chosen one of us it is suggested strongly that, "the perfect way to get what you want from an architect is to adopt him." (Anybody know whether Grace Kelly is going to build a house?)

A better understanding of the architect-client utopian relationship we've never seen under any drawing board. Especially when the client is told that the architect will rework the preliminary drawings "with saintly patience." (polish my halo Methebal). But how the quality of patience can be strained. I've seen many a board splintered by finger nails trying to get another grip.

Reading the article's cautions, especially about verifying the fee reminds me of Morgan Yost's talk at one of our conclaves in which he discussed his office practice. He showed us a card on which all such information was spelled out, including the basic points of an agreement. This he gives to each client to take home and study and to use for future reference. Since it was his own trick we suggest that you

write to Kiplinger for reprints of the article and hand it out to all clients, no matter what they intend to build. And thank Mr. K. for the fine public relations job he did for the profession.

And did you know that Milwaukee as a national A.I.A. convention spot was discussed at our annual meeting this year? Our regional director, who has a big hand in this year's meeting, posted several warning flags, so it was handled gingerly. The national convention has become big business, ya know. Were you at Minneapolis?

Haven't heard any mention recently about a University of Wisconsin School of Architecture? Youthful Badgers go to Minnesota, Illinois and Michigan and don't return to the native heath. Not many, anyway. We know one state office which uses the fishing and hunting grounds as bait for out-of-staters. What do you use?

Home Design . . . (cont'd)

(Continued from Page 5)

in Chicago. Faceless, rightless, without living space, without the possibility to accumulate those possessions that mark the culture of a time (and not its mechanical civilization), without voice or sound, because wafer-thin partition walls cheapen every utterance of life, man flees into the country in search for new environment. But the building developments crawling out of the exploding cities, are no more than splinters broken off from the old parent slums. The FHA shack and the Harvard matchbox are as mechanistic as were the multiple tenements.

A new concept of building for this new environment has to come from two concepts. From a new comprehension of TECHNOLOGY (in contrast to Mechanics) and from a humble and sincere study of settler buildings in this, the American Western Hemisphere. Technology is based on the assimilation of machine standards to the need of man, instead of the assimilation of man to machine standards. It is a state of continuous inquiry and coordination of industrial methods and processes, flexible in its adjustment to the infinitely varying demands and ideals of human society. Where mechanics lives by obliteration of the old, technology uses the old and the very new, as long as it serves man. Aluminum and glass are as

valid as is glazed brick — the material of Assur and Nineveh.

The Anonymous Architecture of the Western Hemisphere as the other concept has to contribute an endless and infinitely varied number of building solutions: log construction in Canada, Pennsylvania stone walls and piloned barns with unobstructed interior spaces. French doors and balconied walls in new colors and solutions on the Haitian coast and new porches and trans-aerial walls in the "Cailles" of the interior. Pebble walls, 28 feet high because of superior buttressing, from the highlands of Puebla, and fibre and bamboo constructions from semi-tropical Vera Cruz. Barrel vault roofs that collect water like a pail in the arid regions of Hidalgo, and barrel roofs that shed water like an umbrella in the High Rockies. The choice is endless — not a junkyard of old-model parts, but a superb lesson in regionalism without romanticism, in functionality without mechanism, in structure without ugliness, in tradition without retrogression.

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Foundation to Announce Scholarship Winners Soon

The Wisconsin Architects Foundation Scholarship Committee has chosen award winners of the 1955 Tuition Scholarships. Names will be announced soon, foundation officers state.

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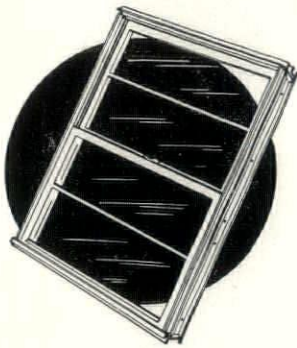
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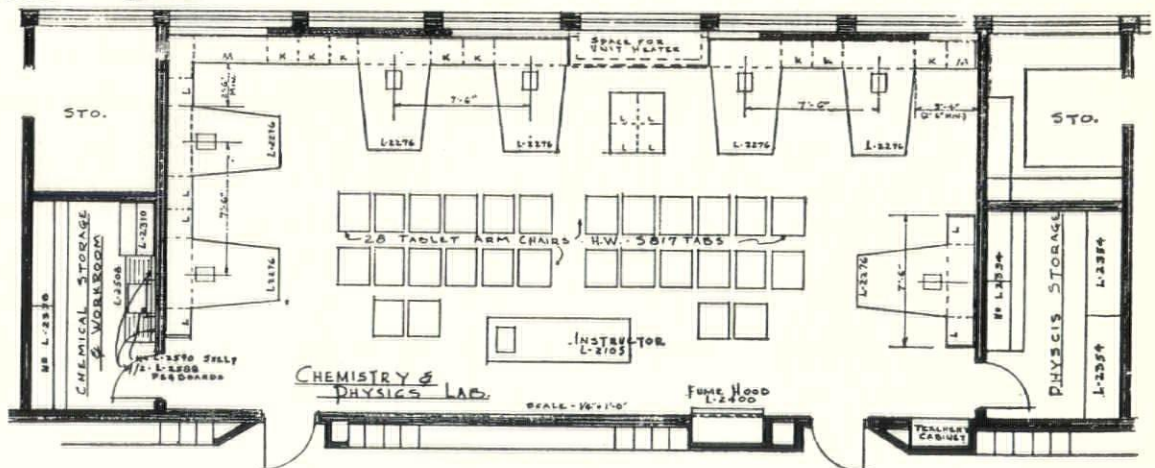
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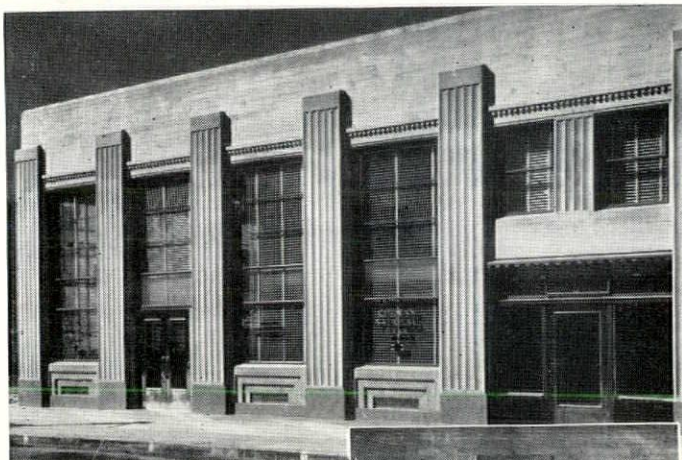
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The motor express company office (upper left) derives character from simplicity of design, featuring board markings of the forms and a bold, aluminum painted entrance pylon.

The dairy plant (upper right) uses horizontal and vertical incised joints.

The bank (above) is ornamented with fluted pilasters and a dentil course above the windows.

A closeup of a fluted pilaster is shown at the right; a detail of the forming is shown below.

